ABSTRACT

The project focuses on establishing and operating an E-Commerce website chocolateonline.com.The report gives the general information on the background, objectives, scope and deliverables of the chocolateonline.com project. It then provides the basic picture of overall E-Commerce-related issues in the present day eg. The Internet, its benefits, users' driving forces, E-Commerce in Thailand, and the profits of providing websites. The background of chocolate online website is also given, explaining the objectives, mission and key success of chocolateonline.com. Then, market-related issues are thoroughly analyzed and examined: SWOT analysis, target market, market segmentation, product analysis, competitive analysis, financial analysis, and marketing strategies. Next, the issues of project implementation such as hardware and software requirement, site structure, site map, and web operating function are discussed by concentrating at provision of value added services to customers. Then, it continues by providing information on payment methods of chocolate online. Finally, it gives recommendations for further development of chocolateonline.com